

Abstract

The aim of the thesis ‘Printed Books vs. eBooks: What, Why and How Does Generation Y Read?’ is to uncover what motivates a group of young people, specifically twenty students attending universities based in Prague, to choose either printed or electronic books. Furthermore, while using the qualitative method of semi-structured interview it was also the aim of this thesis not only to describe and analyse how important are the social aspects of books as well as the ways of acquiring them, but similarly to get a better understanding of how Generation Y perceives books. For this reason the conducted research could be beneficial to an academic area of interest, while correspondingly valuable for publishers, bookshops or e-reader manufacturers and their marketing strategies. Practical research is built upon a relevant theoretical basis: history of reading, characterization of printed and electronic books, together with a Czech book market summary and an introduction of Generation Y. In addition, the fourth chapter presents methods used when conducting the research, particularly Grounded Theory. However, the results of this research and their interpretations are presented in the final chapter along with respondents’ descriptions, research goals and the course of interviews. In conclusion, research limits and recommendations are argued.